

CLAIMS

WHAT IS CLAIMED IS:

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1. A computer-readable medium having computer-executable to perform acts comprising:
- detecting the installation of predetermined software;
- detecting an activation status of said predetermined software; and
- if said activation status indicates that said predetermined software is not activated, launching an activation feature to activate said predetermined software.
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2. The computer-readable medium having computer-executable instructions as recited in claim 1, wherein the computer-executable instructions are wrapped by one or more scripting functions using a client scripting language.
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3. The computer-readable medium of claim 2, wherein said client scripting language is selected from the group consisting of: Java and VISUAL BASIC.
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4. The computer-readable medium of claim 2, wherein said one or more scripting functions enable use of said computer-executable instructions with at least two different browsing programs.
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5. The computer-readable medium of claim 1, wherein said activation feature is implemented by said predetermined software, and wherein said act of launching said activation feature comprises the act of launching said predetermined software.
6. The computer-readable medium of claim 1, wherein said predetermined software comprises a text-viewing application program.
7. The computer-readable medium of claim 6, wherein said predetermined software enables the viewing of a first plurality of titles regardless of the activation status of

said predetermined software, and wherein said predetermined software enables the viewing of a second plurality of titles only if said predetermined software is activated.

8. The computer-readable medium of claim 1, wherein said computer-executable instructions further comprise instructions to perform the act of providing an activation certificate.

9. The computer-readable medium of claim 8, wherein said computer-executable instructions further comprise instructions to perform the act of providing data which identifies a user who activates said predetermined software.

10. A method of interacting with software on a remote computing device, said method comprising the acts of:

transmitting to said remote computing device a first instruction to detect an activation status of said software; and

transmitting to said remote computing device a second instruction to launch an activation feature on said remote computing device, the launch occurring only if said activation status indicates that said software is not activated.

11. The method of claim 10, wherein said first and second instructions are transmitted to said remote computing device in the form of script functions, said script functions being performable on said remote computing device.

12. The method of claim 11, wherein said script functions are interpretable by a web browser using a scripting language.

13. The method of claim 12, wherein said scripting language is selected from the group consisting of: Java and VISUAL BASIC.

14. The method of claim 10, wherein said first and second instructions are transmitted in an HTTP web page.

15. The method of claim 10, further comprising the act of transmitting a third
5 instruction to detect whether said software is installed on said remote computing device.

16. The method of claim 10, wherein said first and second instructions are implemented by way of a COM object on said first computing device.

10 17. The method of claim 10, wherein said first and second instructions are implemented as a browser plug-in on said first computing device.

18. The method of claim 10, further comprising the act of transmitting to said remote computing device a third instruction to information to retrieve information identifying an activator of said software.

19. The method of claim 10, further comprising the act of transmitting to said remote computing device a third instruction to retrieve an activation certificate from said remote computing device.

20. The method of claim 10, wherein said software comprises a digital content rendering application.

21. The method of claim 20, wherein said remote computing device is
25 associated with a consumer of digital content .

22. A computer-readable medium having computer-executable instructions to perform the method of claim 10.

23. A method of supporting an electronic distribution infrastructure, said method comprising the acts of:

providing, to a first party, at least one of the following:

5 browsing software; and a first set of computer-executable instructions for use with first

second browsing software,
and

providing, to a second party, a browser-executable script which uses
10 either said first or said second sets of computer-executable instructions, according to whether
said script is executed under said first or said second browsing software, to perform one or
more actions, wherein said one or more actions are selected from the group consisting of:

detecting the installation of software;

detecting the activation of said software;

15 launching a feature to activate said software;

providing information related to the identity of said first party; and

providing an activation certificate associated with said first party.

24. The method of claim 23, wherein said group consists of:

detecting the activation of said software;

launching a feature to activate said software;

providing information related to the identity of said first party; and

providing an activation certificate associated with said first party.

25 25. The method of claim 24, wherein said group consists of: providing an activation certificate associated with said first party.

26. The method of claim 23, wherein said first party is a consumer of digital content, and wherein said second party is a distributor of digital content.

27. The method of claim 26, wherein said second party distributes information supplied by a third party.

5 28. The method of claim 26, wherein said information comprises an electronic book.

29. The method of claim 26, wherein said digital content comprises multimedia files.

10 30. The method of claim 29, wherein said multimedia files comprise one or more of the following: music, video, animations, and pictures.

15 31. The method of claim 23, wherein said browser-executable script comprises a scripting language.

32. The method of claim 31, wherein said scripting language is selected from the group consisting of: Java and VISUAL BASIC.

20 33. The method of claim 23, wherein said first set of computer-executable instructions comprises a COM object for use with a MICROSOFT INTERNET EXPLORER browser, and wherein said second set of computer-executable instructions comprises a plug-in for use with a NETSCAPE NAVIGATOR browser.

25 34. The method of claim 23, wherein said browser-executable script is transmittable by said second party to said first party using the hypertext transport protocol.

35. A computer-readable medium having computer-executable instructions to perform the method of claim 23.

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36. A method of engaging in a transaction with a remote computing device, said method comprising the acts of:

including a script of instructions in a web page; and

5 transmitting said web page to said remote computing device;

wherein said instructions are selected from the group consisting of:

detecting the installation of software;

detecting the activation of said software;

launching a feature to activate said software;

10 providing information related to the identity of a user of said computing device; and

providing an activation certificate associated with said user.

37. The method of claim 36, wherein said group consists of:

detecting the activation of said software;

launching a feature to activate said software;

providing information related to the identity of said user; and

providing an activation certificate associated with said user.

20 38. The method of claim 37, wherein said group consists of providing an activation certificate associated with said user.

39. The method of claim 36, wherein said script comprises a client scripting language.

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40. The method of claim 39, wherein said scripting language is selected from the group consisting of: Java and VISUAL BASIC.

41. The method of claim 36, wherein said script includes instructions to:

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detect whether said script is executing on first browsing software or second browsing software; and

perform either a first action or a second action according to whether said script is executing on said first or said second browsing software.

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42. A computer-readable medium having computer-executable instructions to perform the method of claim 36.

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